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EXAMINER

WILLIAMS, ROSS A

ART UNIT	PAPER NUMBER
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3714

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PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No. 10/031,282	Applicant(s) KOBAYASHI ET AL.	
	Examiner ROSS A. WILLIAMS	Art Unit 3714	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 14 December 2010.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1,2,4-9 and 11-27 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1,2,4-9 and 11-27 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|---|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____ |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

Response to Amendment

Claims 1,6,7,8,13,15,16,19,20,23,25,26 and 27 have been amended.

Claims

Specification

The title of the invention is not descriptive. A new title is required that is clearly indicative of the invention to which the claims are directed.

Claim Rejections - 35 USC § 112

The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

The claims are generally narrative and indefinite, failing to conform with current U.S. practice. They appear to be a literal translation into English from a foreign document and are replete with grammatical and idiomatic errors. Clarification is needed.

Claims 1, 7, 8, 13 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. The claims state the limitation of "taking out privilege information". It is not clear to one of ordinary skill in the art what "Taking out privilege information" refers too or where it is taken out from. Although the claims are interpreted in light of the specification, limitations of the specification are not read into the claims.

Claims 5 and 12 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. The claims state the limitation of “for notifying determination of validity”. It is not clear to one of ordinary skill in the art as to what “for notifying determination of validity” actually means and what the Applicant is attempting to claim. Although the claims are interpreted in light of the specification, limitations of the specification are not read into the claims.

Claims 5 and 12 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. The claims state the limitation of “is exercised”. It is not clear to one of ordinary skill in the art as to what “is exercised” actually means and what the Applicant is attempting to claim. Although the claims are interpreted in light of the specification, limitations of the specification are not read into the claims.

Claims 1, 7, 16, 20 and 25 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. The claims state the limitation of “obtaining accessed”. It is not clear to one of ordinary skill in the art as to what “obtaining access” actually means and what the Applicant is attempting to claim. Although the claims are interpreted in light of the specification, limitations of the specification are not read into the claims.

Claims 4, 5, 7, 11 - 13, 16 – 18, 20, 25 and 26 rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly

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claim the subject matter which applicant regards as the invention. The claims state the limitation of "identification information". It is not clear to one of ordinary skill in the art as to what "identification information" actually means and what the Applicant is attempting to claim. The specification fails to adequately define what "identification information" is. Although the claims are interpreted in light of the specification, limitations of the specification are not read into the claims.

Claims 1 – 23, 25 and 27 rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. The claims state the limitation of "privilege information". It is not clear to one of ordinary skill in the art as to what "privilege information" actually means and what the Applicant is attempting to claim. The specification fails to adequately define what "identification information" is. Although the claims are interpreted in light of the specification, limitations of the specification are not read into the claims.

The Examiner makes note in light of the multiple rejections of the claims with respect to the clarity of the claims, the Examiner sets forth the below rejection as best the claims can be understood.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

The factual inquiries set forth in *Graham v. John Deere Co.*, 383 U.S. 1, 148 USPQ 459 (1966), that are applied for establishing a background for determining obviousness under 35 U.S.C. 103(a) are summarized as follows:

1. Determining the scope and contents of the prior art.
2. Ascertaining the differences between the prior art and the claims at issue.
3. Resolving the level of ordinary skill in the pertinent art.
4. Considering objective evidence present in the application indicating obviousness or nonobviousness.

Claims 1,2,4-9 and 11-27 are rejected under 35 U.S.C. 103(a) as being unpatentable over Walker et al (US 6,186,893) in view of Schneier et al. (US 5,768,382).

As per claim 1,

said video game device comprises video game software program read-out means for reading out a video game software program from a video game program recording medium, (*Walker discloses a gaming machine that executes game code to play a game machine*) (*Walker 3::3 - 21, 4:30 – 39, Fig 2*)

client registration control means for obtaining access to said service provider through said network and performing client registration of said video game software

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program (*Walker discloses a player database and wherein a player registers for a player card to play the game*)(Walker 3:45 - 4:6),

control means for controlling of progressing a video game in accordance with a video software program read out by said video game software program read-out means (*Walker 4:46 – 61, 3:3 – 11*), getting access to said service provider through said network when the game stage of said video game is cleared, (*Walker discloses the monitoring a players slot machine play to determine if the player has “won” a payout*) (*Walker 5:28 – 35*) and obtaining privilege information corresponding to the cleared game stage from said service provider, (*Walker discloses the monitoring a players slot machine play to determine if the player has “won” a payout*) (*Walker 5:28 – 35*)

printing control means for converting the privilege information obtained from said service provider into printing data, and outputting the printing data; and (*Walker discloses the a printing control means that obtains advertising data from the advertisement database and converts the data to be displayed upon the display screen and printed on the display of the user*) (*Walker 5:28 - 41*)

said service provider comprises database administration means for administrating privilege database in which privilege information corresponding to a game stage of a video game and client database in which client information of said video game is registered, and distribution control means for controlling access based on said client information from the video game device connected through said network, taking out privilege information corresponding to the cleared game stage by said

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database administration means, and distributing said privilege information, (*Walker Fig 2 – 7, 4:25 – 39, 5:6 – 13, 28 – 35*)

wherein advertisement information.... are registered by said database administration means, and said advertisement information... added to said privilege information and distributed by said distribution control means. (*Walker 5:5 - 41*).

Walker fails to disclose specifically “... *and electronic coupons are registered by said database administration means... and electronic coupons are added to said privilege information...*”

However, Schneier et al teaches the use of electronic awards that consist of coupons (Schneier 29:9 - 72). It would be obvious to one of ordinary skill in the art to modify Walker in view of Schneier et al to provide a gaming system that issues coupons to a player as an award. Coupons are an effective means to entice players to keep on playing gaming machines by offering a player some type of discount on a future game or some type of offered merchandise in response to game wins.

As per claim 2, wherein said service provider distributes said privilege information by adding thereto a printing control program capable of printing said privilege information thereto by said distribution control means. (*Walker discloses the a printing control means that obtains advertising data from the advertisement database and converts the data to be displayed upon the display screen and printed on the display of the user*) (*Walker 5:28 - 41*)

As per claim 4, wherein said service provider distributes said privilege information by adding identification information thereto by said distribution control means. (*Walker 3:50 – 61*).

As per claim 5, comprising validity determination means for notifying determination of validity of said privilege information on the basis of said identification information through said network on the basis of identification information added to said privilege information when privilege based on said privilege information is exercised. (*Walker 3:50 – 61*).

As per claim 6,
a video game program recording medium having a video game software program recorded therein comprising a video game software program body, (*Walker discloses a gaming machine that executes game code to play a game machine*) (*Walker 3::3 - 21, 4:30 – 39, Fig 2*) privilege information corresponding to a game stage of a video game progressed in accordance with a video game software program, (*Walker discloses the monitoring a players slot machine play to determine if the player has “won” a payout*) (*Walker 5:28 – 35*) and a printing control program capable of printing privilege information corresponding to a cleared game stage when the game stage is cleared; . (*Walker discloses the a printing control means that obtains advertising data from the advertisement database and converts the data to be displayed upon the display screen and printed on the display of the user*) (*Walker 5:28 - 41*)

a video game device comprising video game software program read-out means for reading out said video game software program from the recording medium, and control means for progressing a video game in accordance with the video game software program read out by the video game soft program read-out means, (*Walker discloses the monitoring a players slot machine play to determine if the player has “won” a payout*) (*Walker 5:28 – 35*) and converting privilege information corresponding to the cleared game stage in accordance with said printing control program into printing data, and outputting the printing data when the game stage of said video game is cleared, (*Walker discloses the a printing control means that obtains advertising data from the advertisement database and converts the data to be displayed upon the display screen and printed on the display of the user*) (*Walker 5:28 - 41*)

wherein advertisement information and ... are registered by a data base administration means, and said advertisement information ... added to said privilege information and distributed by a distribution control means; and (*Walker 5:28 – 41, Fig 2*)

a printer device for printing said printing data output from said video game device. (*Walker discloses the a printing control means that obtains advertising data from the advertisement database and converts the data to be displayed upon the display screen and printed on the display of the user*) (*Walker 5:28 - 41*)

Walker fails to disclose specifically “... *and electronic coupons are registered by said database administration means... and electronic coupons are added to said privilege information...*”

However, Schneier et al teaches the use of electronic awards that consist of coupons (Schneier 29:9 - 72). It would be obvious to one of ordinary skill in the art to modify Walker in view of Schneier et al to provide a gaming system that issues coupons to a player as an award. Coupons are an effective means to entice players to keep on playing gaming machines by offering a player some type of discount on a future game or some type of offered merchandise in response to game wins.

As per claim 7,

said video game device comprises video game software program read-out means for reading out the video game software program from a video game program recording medium having a video game software program that can be read and executed by a computer including a video game software program body, (*Walker discloses a gaming machine that executes game code to play a game machine*) (*Walker 3::3 - 21, 4:30 – 39, Fig 2*) and identification information for getting access, when a game stage of a video game progressed in accordance with a video game software program is cleared, to a service provider to obtain privilege information corresponding to the cleared game stage, (*Walker discloses the monitoring a players slot machine play to determine if the player has “won” a payout*) (*Walker 5:28 – 35*) and printing the privilege information, control means for controlling of progressing a video game in accordance

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with a video game software program read out by the video game software program read-out means, and obtaining access to a service provider on the basis of the identification information to obtain privilege information corresponding to the cleared game stage, when the game stage of the video game is cleared, and printing control means for converting the privilege information obtained from the service provider into printing data, and outputting the printing data; and *(Walker discloses the a printing control means that obtains advertising data from the advertisement database and converts the data to be displayed upon the display screen and printed on the display of the user) (Walker 5:28 - 41)*

said service provider comprises database administration means for administrating database including privilege information corresponding to a game stage of a video game, and distribution control means for controlling of accepting access based on said identification information from the video game device connected through a network and taking out privilege information corresponding to the cleared game stage by said data base administration means to distribute said privilege information, *(Walker 3:50 – 67)*

wherein advertisement information ... registered by said data base administration means, and said advertisement information ... added to said privilege information and distributed by said distribution control means. *(Walker 3:50 – 67, 4:30 – 39).*

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Walker fails to disclose specifically “... *and electronic coupons are registered by said database administration means... and electronic coupons are added to said privilege information...*”

However, Schneier et al teaches the use of electronic awards that consist of coupons (Schneier 29:9 - 72). It would be obvious to one of ordinary skill in the art to modify Walker in view of Schneier et al to provide a gaming system that issues coupons to a player as an award. Coupons are an effective means to entice players to keep on playing gaming machines by offering a player some type of discount on a future game or some type of offered merchandise in response to game wins.

As per claim 8,

database administration means for administrating privilege database in which privilege information corresponding to a game stage of a video game is registered and client database in which client information of the video game is registered; and (*Walker 3:45 – 67*)

distribution control means for controlling of accepting access based on said client information from a video game device connected through said network and taking out privilege information corresponding to the cleared game stage by said database administration means to distribute said privilege information, (*Walker 4:30 - 39*)

Wherein advertisement information ... registered by said database administration means, and said advertisement information ... added to said privilege information and

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distributed by said distribution control means. (*Walker 4:30 – 39, 46- 61, 5:6 – 12, 28 – 34*).

Walker fails to disclose specifically “... *and electronic coupons are registered by said database administration means... and electronic coupons are added to said privilege information...*”

However, Schneier et al teaches the use of electronic awards that consist of coupons (Schneier 29:9 - 72). It would be obvious to one of ordinary skill in the art to modify Walker in view of Schneier et al to provide a gaming system that issues coupons to a player as an award. Coupons are an effective means to entice players to keep on playing gaming machines by offering a player some type of discount on a future game or some type of offered merchandise in response to game wins.

As per claim 9, wherein said distribution control means distributes said privilege information by adding thereto a printing control program capable of printing said privilege information. (*Walker discloses the a printing control means that obtains advertising data from the advertisement database and converts the data to be displayed upon the display screen and printed on the display of the user*) (*Walker 5:28 - 41*)

As per claim 11, wherein said privilege information is distributed with identification information added thereto by said distribution control means (*Walker 3:50 – 61*).

As per claim 12, further comprising validity determination means for notifying determination of validity of said privilege information on the basis of said identification

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information through said network on the basis of identification information added to said privilege information when privilege based on said privilege information is exercised.

(*Walker 3:50 – 61*).

As per claim 13,

database administration means for administering database including privilege information corresponding to a game stage of a video game; and (*Walker discloses the monitoring a player's slot machine play to determine if the player has "won" a payout*) (*Walker Fig 2, Walker 5:28 – 35*)

distribution control means for controlling of accepting access based on identification information from a video game device connected through a network, taking out privilege information corresponding to a cleared game stage in said video game device by said database administration means, and distributing said privilege information, (*Walker 3:50 – 67, 4:36 – 51*)

wherein advertisement information is registered by said database administration means, and said advertisement information is added to said privilege information and distributed by said distribution control means. (*Walker Fig 2, 5:12 – 41*).

Walker fails to disclose specifically "... and electronic coupons are registered by said database administration means... and electronic coupons are added to said privilege information..."

However, Schneier et al teaches the use of electronic awards that consist of coupons (Schneier 29:9 - 72). It would be obvious to one of ordinary skill in the art to

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modify Walker in view of Schneier et al to provide a gaming system that issues coupons to a player as an award. Coupons are an effective means to entice players to keep on playing gaming machines by offering a player some type of discount on a future game or some type of offered merchandise in response to game wins.

As per claim 14, wherein said distribution control means controls distributing process of a printing control program capable of printing said privilege information along with said privilege information. (*Walker* 5:35 – 42).

As per claim 15,

video game software program read-out means for reading out the video game software program from a recording medium having a video game software program recorded therein comprising a video game program body, privilege information corresponding to a game stage of a video game progressed in accordance with a video game software program, and a printing control program capable of printing privilege information corresponding to the cleared game stage when the game stage is cleared; and (*Walker* Fig 2 – 7, 4:25 – 39, 5:6 – 13, 28 – 35)

control means for progressing a video game in accordance with a video game soft program read out by said video game soft program read-out means and converting privilege information corresponding to the cleared game stage in accordance with said printing control program into printing data, and outputting the printing data when the

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game stage of said video game is cleared, (*Walker Fig 2 – 7, 4:25 – 39, 5:6 – 13, 28 – 35*)

wherein advertisement information ... registered by a database administration means, and said advertisement information ... added to said privilege information and distributed by a distribution control means. (*Walker Fig 2, 5:35 – 42*).

Walker fails to disclose specifically “... *and electronic coupons are registered by said database administration means... and electronic coupons are added to said privilege information...*”

However, Schneier et al teaches the use of electronic awards that consist of coupons (Schneier 29:9 - 72). It would be obvious to one of ordinary skill in the art to modify Walker in view of Schneier et al to provide a gaming system that issues coupons to a player as an award. Coupons are an effective means to entice players to keep on playing gaming machines by offering a player some type of discount on a future game or some type of offered merchandise in response to game wins.

As per claim 16,

video game software program read-out means for getting access, when a game stage of a video game progressed in accordance with a video game software program is cleared, to a service provider, and reading out said video game software program from a video game program recording medium having a video game software program that can be read and executed by a computer including a video game software program body and identification information to obtain privilege information corresponding to a

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cleared game stage, and printing the privilege information; (*Walker discloses the monitoring a players slot machine play to determine if the player has "won" a payout*) (*Walker 5:28 – 35*) (*Walker discloses the a printing control means that obtains advertising data from the advertisement database and converts the data to be displayed upon the display screen and printed on the display of the user*) (*Walker 5:28 - 41*)

control means for controlling of progressing a video game in accordance with the video game software program read out by said video game software program read-out means, and getting access to a service provider on the basis of said identification information, when the game stage of said video game is cleared, to obtain privilege information corresponding to the cleared game stage from said service provider, (*Walker discloses the monitoring a players slot machine play to determine if the player has "won" a payout*) (*Walker 5:28 – 35*)

wherein advertisement information ... registered by a database administration means, and said advertisement information ... added to said privileged information and distributed by a distribution control means; and (*Walker discloses the a printing control means that obtains advertising data from the advertisement database and converts the data to be displayed upon the display screen and printed on the display of the user*) (*Walker 5:28 - 41*)

printing control means for converting the privilege information obtained from said service provider into printing data, and outputting the printing data. (*Walker discloses the a printing control means that obtains advertising data from the advertisement*

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database and converts the data to be displayed upon the display screen and printed on the display of the user) (Walker 5:28 - 41)

Walker fails to disclose specifically “... and electronic coupons are registered by said database administration means... and electronic coupons are added to said privilege information...”

However, Schneier et al teaches the use of electronic awards that consist of coupons (Schneier 29:9 - 72). It would be obvious to one of ordinary skill in the art to modify Walker in view of Schneier et al to provide a gaming system that issues coupons to a player as an award. Coupons are an effective means to entice players to keep on playing gaming machines by offering a player some type of discount on a future game or some type of offered merchandise in response to game wins.

As per claim 17, wherein said control means controls reading out individual identification information every game stage cleared from a video game program recording medium, and obtaining privilege information from said service provider.
(Walker discloses the monitoring a players slot machine play to determine if the player has “won” a payout) (Walker 3:50 – 65, 5:28 – 35).

As per claim 18, wherein said control means controls producing individual new identification information every game stage cleared on the basis of identification information read out from a video game program recording medium, using the produced identification information to get access to a service provider, and obtaining privilege

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information corresponding to the cleared game stage from said service provider.

(Walker 5:12 - 19, 35 - 42).

As per claim 19,

reading out a video game software program from a video game program recording medium having a video game software program recorded comprising a video game software program, privilege information corresponding to a game stage of a video game progressed in accordance with a video game program, and a printing control program capable of printing privilege information corresponding to a cleared game stage when the game stage is cleared; *(Walker discloses the monitoring a players slot machine play to determine if the player has "won" a payout) (Walker 5:28 – 35) (Walker discloses the a printing control means that obtains advertising data from the advertisement database and converts the data to be displayed upon the display screen and printed on the display of the user) (Walker 5:28 - 41)*

progressing a video game in accordance with the video game software program; and *(Walker 5:35 – 42)*

converting privilege information corresponding to a cleared game stage in accordance with the printing control program, and printing the converted privilege information, when the game stage of the video game is cleared, *(Walker discloses the a printing control means that obtains advertising data from the advertisement database and converts the data to be displayed upon the display screen and printed on the display of the user) (Walker 5:28 - 41)*

wherein a service provider administers advertisement database in which advertisement information ... registered, and distributes said privileged information by adding advertisement information thereto. (*Walker discloses the a printing control means that obtains advertising data from the advertisement database and converts the data to be displayed upon the display screen and printed on the display of the user*)
(Walker 5:28 - 41)

Walker fails to disclose specifically “... and electronic coupons are registered... and electronic coupons thereto...”

However, Schneier et al teaches the use of electronic awards that consist of coupons (Schneier 29:9 - 72). It would be obvious to one of ordinary skill in the art to modify Walker in view of Schneier et al to provide a gaming system that issues coupons to a player as an award. Coupons are an effective means to entice players to keep on playing gaming machines by offering a player some type of discount on a future game or some type of offered merchandise in response to game wins.

As per claim 20,

reading out a video game software program from a video game program recording medium having a video game software program that can be read and executed by a computer including a video software program body and identification information for obtaining privilege information corresponding to a cleared game stage, and printing the privilege information by getting access to a service provider when a game stage of a video game progressed in accordance with a video game software

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program is cleared; *(Walker discloses the monitoring a players slot machine play to determine if the player has “won” a payout) (Walker 5:28 – 35) (Walker discloses the a printing control means that obtains advertising data from the advertisement database and converts the data to be displayed upon the display screen and printed on the display of the user) (Walker 5:28 - 41)*

progressing a video game in accordance with said video game software program;
(Walker 5:35 – 42)

getting access to a service provider on the basis of the identification information to obtain privilege information corresponding to a cleared game stage from the service provider, when the game stage of the video game is cleared; and (Walker 3:55 – 4:11)

converting the privilege information obtained from the service provider into printing data, and printing the printing data, *(Walker discloses the a printing control means that obtains advertising data from the advertisement database and converts the data to be displayed upon the display screen and printed on the display of the user) (Walker 5:28 - 41)*

wherein said service provider administers advertisement database in which advertisement information is registered, and distributes said privilege information by adding advertisement information thereto. *(Walker discloses the a printing control means that obtains advertising data from the advertisement database and converts the data to be displayed upon the display screen and printed on the display of the user) (Walker 5:28 - 41)*

Walker fails to disclose specifically “... *and electronic coupons are registered... and electronic coupons thereto...*”

However, Schneier et al teaches the use of electronic awards that consist of coupons (Schneier 29:9 - 72). It would be obvious to one of ordinary skill in the art to modify Walker in view of Schneier et al to provide a gaming system that issues coupons to a player as an award. Coupons are an effective means to entice players to keep on playing gaming machines by offering a player some type of discount on a future game or some type of offered merchandise in response to game wins.

As per claim 21, wherein a printing control program capable of printing said privilege information is read out from the recording medium, and privilege information obtained from said service provider is converted into printing data in accordance with said printing control program, and printed. (*Walker discloses the a printing control means that obtains advertising data from the advertisement database and converts the data to be displayed upon the display screen and printed on the display of the user*)
(Walker 5:28 - 41)

As per claim 22, wherein a printing control program capable of printing said privilege information is obtained from said service provider, and privilege information obtained from said service provider is converted into printing data in accordance with said printing control program, and printed. (*Walker discloses the a printing control means that obtains advertising data from the advertisement database and converts the*

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data to be displayed upon the display screen and printed on the display of the user)

(Walker 5:28 - 41)

As per claim 23,

a video game software program body; *(Walker discloses a gaming machine that executes game code to play a game machine) (Walker 3::3 - 21, 4:30 – 39, Fig 2)*

privilege information corresponding to a game stage of a video game progressed in accordance with a video game software program, (Walker 3:55 – 67)

wherein a service provider administers advertisement database in which advertisement information is registered, and distributes said privilege information by adding advertisement information thereto; and (Walker Fig 2,

a printing control program for reading out and capable of printing privilege information corresponding to a cleared game stage when the game stage is cleared. *(Walker discloses the a printing control means that obtains advertising data from the advertisement database and converts the data to be displayed upon the display screen and printed on the display of the user) (Walker 5:28 - 41)*

Walker fails to disclose specifically “... *and electronic coupons are registered... and electronic coupons thereto...*”

However, Schneier et al teaches the use of electronic awards that consist of coupons (Schneier 29:9 - 72). It would be obvious to one of ordinary skill in the art to modify Walker in view of Schneier et al to provide a gaming system that issues coupons

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to a player as an award. Coupons are an effective means to entice players to keep on playing gaming machines by offering a player some type of discount on a future game or some type of offered merchandise in response to game wins.

As per claim 24, wherein said printing control program includes a printer driver.
(Walker Fig 2, 3:37 – 49, 5:35 – 42).

As per claim 25,

a video game software program body; and *(Walker discloses a gaming machine that executes game code to play a game machine) (Walker 3::3 - 21, 4:30 – 39, Fig 2)*

identification information for obtaining and printing privilege information corresponding to a cleared game stage by obtaining access to a service provider when a game stage of a video game progressed in accordance with a video game software program is cleared, *(Walker discloses the monitoring a players slot machine play to determine if the player has “won” a payout) (Walker 5:28 – 35) (Walker discloses the a printing control means that obtains advertising data from the advertisement database and converts the data to be displayed upon the display screen and printed on the display of the user) (Walker 5:28 - 41)*

wherein said service provider administers advertisement data base in which advertisement information is registered, and distributes said privilege information by adding advertisement information thereto. (Walker 5:35 – 42).

Walker fails to disclose specifically “... *and electronic coupons are registered... and electronic coupons thereto...*”

However, Schneier et al teaches the use of electronic awards that consist of coupons (Schneier 29:9 - 72). It would be obvious to one of ordinary skill in the art to modify Walker in view of Schneier et al to provide a gaming system that issues coupons to a player as an award. Coupons are an effective means to entice players to keep on playing gaming machines by offering a player some type of discount on a future game or some type of offered merchandise in response to game wins.

As per claim 26, wherein the video game software program includes individual identification information every game stage. (Walker 3:54 – 65).

As per claim 27, wherein the video game software program includes a printing control program capable of printing said privilege information. (*Walker discloses the a printing control means that obtains advertising data from the advertisement database and converts the data to be displayed upon the display screen and printed on the display of the user*) (Walker 5:28 - 41)

Response to Arguments

Applicant's arguments with respect to claims 1,2,4-9 and 11-27 have been considered but are moot in view of the new ground(s) of rejection.

The Applicant has amended the claims to add the limitation of “coupons” to the claims. Please see the above rejection addressing the newly added limitations.

Conclusion

Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to ROSS A. WILLIAMS whose telephone number is 571-272-5911. The examiner can normally be reached on Mon-Fri 8:30-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Ronald Laneau can be reached on 571-272-6784. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Art Unit: 3714

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/R. A. W./
Examiner, Art Unit 3714
2/24/11

/Ronald Laneau/
Primary Examiner, Art Unit 3714